

HOUSE JOINT RESOLUTION 894

By McCormick

A RESOLUTION to honor and congratulate McKee Foods Corporation on the celebration of the fiftieth anniversary of the Little Debbie snack cake brand.

WHEREAS, it is fitting that the members of this General Assembly should recognize and commend those exemplary institutions that, through an abiding commitment to excellence, have contributed greatly to this State for many years; and

WHEREAS, McKee Foods, with its corporate headquarters located in Collegedale, is one such institution which is celebrating the fiftieth anniversary of its iconic Little Debbie snack cake brand; and

WHEREAS, throughout its many years of service, McKee Foods, has evidenced the highest levels of dedication and commitment to its customers, business partners, employees, and the communities it serves; and

WHEREAS, best known for its line of delicious Little Debbie snack cakes, McKee Foods was originally founded in 1934 when, as a young couple, the late O. D. and Ruth McKee pawned their new truck and bought Jack's Cookie Company in Chattanooga, Tennessee, with a down payment of two hundred and eighty-eight dollars; and

WHEREAS, an inspirational story of determination, focus, confidence, faith, and family, the McKees grew the small bakery from five employees and a few thousand dollars in annual sales to a major food manufacturer, creating over 6,000 jobs and boasting annual sales figures in excess of one billion dollars worldwide; and

WHEREAS, in 1960, the company founders, O. D. and Ruth McKee, decided to create a brand for the individually wrapped cakes they were selling in multipack cartons; and

WHEREAS, choosing to name the brand after one of their grandchildren, O. D. and Ruth McKee gave a black and white photograph of their granddaughter Debbie, posing in her favorite outfit, to Atlanta artist, Pearl Mann, who created the original artwork of the iconic smiling girl used on the brand's packaging; and

WHEREAS, lauded for their exceptional taste and flavor, McKee Foods offers more than 160 varieties of Little Debbie multipack snacks, single-serve snacks and seasonal products; and

WHEREAS, while most bakeries placed their unwrapped cookies in jars and bags, Mr. McKee had his soft cookies and snacks individually wrapped to ensure freshness, a tradition that continues today to the delight of Little Debbie fans everywhere; and

WHEREAS, the famous Little Debbie brand, which includes such delectable delights as the Little Debbie Fudge Brownies, which were one of Elvis Presley's favorite snacks, the Little Debbie Oatmeal Crème Pie, the Little Debbie Nutty Bar, the Honey Bun, and the Little Debbie Wafer Bar, has reached legendary status within American popular culture; and

WHEREAS, the company's core values of unwavering integrity, total quality, standard of excellence, and placing the highest value on people, comprise the foundation upon which McKee Foods has established a remarkable story of success; and

WHEREAS, a committed community partner, McKee Foods has lent its leadership and energies to environmental stewardship and civic affairs, helping communities all over this great Nation achieve a better way-of-life; and

WHEREAS, steeped in family tradition, the exemplary leadership of the company, from founders O. D. and Ruth McKee, to current president Jack McKee, has been instrumental in the growth, profitability, and the recognition as an industry leader of McKee Foods and the Little Debbie brand; and

WHEREAS, throughout the history of McKee Foods, employees have been the heart and passion of the organization; with their dedication and skills guided by impeccable quality, responsibility, innovation, and high ethical standards, they are the key ingredients and true recipe of the company's tremendous success; and

WHEREAS, as the Little Debbie snack cake brand enters its sixth decade, it stands as a timeless testament to quality and good taste, continuing to please and delight the taste buds of

millions of people worldwide, bringing a smile of deep satisfaction with the savory flavors of each of its snacks; and

WHEREAS, McKee Foods has operated with acumen and integrity since its inception, standing as a business of excellent reputation, and it is wholly deserving of the formal recognition of this Body; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED SIXTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we honor and congratulate McKee Foods Corporation on the celebration of the fiftieth anniversary of the company's iconic Little Debbie snack cake brand, applaud its ongoing legacy of integrity and commitment to excellence, and wish it much continued success in its future endeavors

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.